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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/025,864	12/26/2001	Yoshikazu Yokomizo	00862.022477	7550
***	7590 05/09/200 CELLA HARPER &	EXAMINER		
30 ROCKEFELLER PLAZA NEW YORK, NY 10112			HOSSAIN, FARZANA E	
			ART UNIT	PAPER NUMBER
·		2623		
			MAIL DATE	DELIVERY MODE
			05/09/2007	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Advisory Action Before the Filing of an Appeal Brief

Application No.	Applicant(s)	Applicant(s)		
10/025,864	YOKOMIZO, YOSHIKAZ	U		
Examiner	Art Unit			
Farzana E. Hossain	2623			

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The MAILING DATE of this communication appe	ars on the cover sheet with the c	orrespondence add	ress
THE REPLY FILED <u>01 May 2007</u> FAILS TO PLACE THIS APP	LICATION IN CONDITION FOR AL	LOWANCE.	
1. The reply was filed after a final rejection, but prior to or or this application, applicant must timely file one of the follow places the application in condition for allowance; (2) a Not a Request for Continued Examination (RCE) in compliant time periods:	wing replies: (1) an amendment, aff ptice of Appeal (with appeal fee) in c	fidavit, or other evider compliance with 37 C	nce, which FR 41.31; or (3)
a) The period for reply expires 3 months from the mailing date	of the final rejection.		
b) The period for reply expires on: (1) the mailing date of this A no event, however, will the statutory period for reply expire I			
Examiner Note: If box 1 is checked, check either box (a) or TWO MONTHS OF THE FINAL REJECTION. See MPEP.7	06.07(f).		
Extensions of time may be obtained under 37 CFR 1.136(a). The date have been filed is the date for purposes of determining the period of exunder 37 CFR 1.17(a) is calculated from: (1) the expiration date of the set forth in (b) above, if checked. Any reply received by the Office late may reduce any earned patent term adjustment. See 37 CFR 1.704(b) NOTICE OF APPEAL	tension and the corresponding amount shortened statutory period for reply orig r than three months after the mailing da	of the fee. The appropri	iate extension fee ce action; or (2) as
 The Notice of Appeal was filed on A brief in comp filing the Notice of Appeal (37 CFR 41.37(a)), or any exte a Notice of Appeal has been filed, any reply must be filed 	nsion thereof (37 CFR 41.37(e)), to	o avoid dismissal of th	
AMENDMENTS			
 The proposed amendment(s) filed after a final rejection, (a) ☐ They raise new issues that would require further co (b) ☐ They raise the issue of new matter (see NOTE below) 	nsideration and/or search (see NO		ecause
(c) They are not deemed to place the application in be	• •	ducing or simplifying	the issues for
appeal; and/or (d) ☐ They present additional claims without canceling a NOTE: <u>See Continuation Sheet</u> . (See 37 CFR 1.1		ected claims.	
4. The amendments are not in compliance with 37 CFR 1.1		ompliant Amendment	(PTOL-324).
5. Applicant's reply has overcome the following rejection(s)		•	
 Newly proposed or amended claim(s) would be a non-allowable claim(s). 	llowable if submitted in a separate,	timely filed amendme	ent canceling the
7. For purposes of appeal, the proposed amendment(s): a) how the new or amended claims would be rejected is pro The status of the claim(s) is (or will be) as follows: Claim(s) allowed: Claim(s) objected to: Claim(s) rejected: المحادة المحاد		Il be entered and an e	explanation of
AFFIDAVIT OR OTHER EVIDENCE			
 The affidavit or other evidence filed after a final action, but because applicant failed to provide a showing of good an was not earlier presented. See 37 CFR 1.116(e). 			
9. The affidavit or other evidence filed after the date of filing entered because the affidavit or other evidence failed to showing a good and sufficient reasons why it is necessar	overcome <u>all</u> rejections under appe	al and/or appellant fa	ils to provide a
10. ☐ The affidavit or other evidence is entered. An explanation REQUEST FOR RECONSIDERATION/OTHER	on of the status of the claims after e	ntry is below or attack	ned.
11. The request for reconsideration has been considered by	ut does NOT place the application i	n condition for allowa	nce because:
12. Note the attached Information Disclosure Statement(s). 13. Other:	(PTO/SB/08) Paper No(s).	1	
		AMSL	
		CVVII E DEI 11/E 1	11 I

SCOTT E. BELIVEAU PRIMARY PATENT EXAMINER Continuation of 3. NOTE: The proposed claim limitation including a content management server manages and delivers second programs, a commercial server including commercial contents, specifying a sponsor of said first program, a terminal on the audience said receives a first program and specifying a sponsor of the first program, managing contents of the second program in a second program database and designating a combination of the sponsor of the first program and commercial content of the second program requires further search and/or consideration.